

[View this email in your browser](#)



Message and Outlook by the Chairman



Dear members,

I trust you are all well and safe with your families and beloved ones in this painful crisis, wherever you are in the world.

The global coronavirus outbreak also affects the activities of the HbbTV Association and its members; it calls for solidarity, responsibility and sensible decisions. At present, no one can say with any certainty how long this situation will last. Therefore, we have decided some days ago that our April 2020 General Assembly will be held electronically without any physical gathering. And, with a lot of regrets, we have postponed to 2021 our annual key event, the HbbTV Symposium and Awards, which was due to be held in Paris in November 2020.

However, the current challenges open new visions on how we work to maintain business continuity. One significant advantage of our industry is that we have been familiar with the intense usage of electronic communications for a long time to conduct business, now in many cases taking place from home. Backed by the strong engagement and commitment of our members, partners and supporters, HbbTV work continues to the highest possible extent. There is no standstill in our activities, and you can expect a number of online events organised and proposed by the HbbTV Association, in order to further promote important topics such as the HbbTV OpApp, HbbTV-TA and HbbTV 2.0.3 and our 10-year anniversary. For instance, we are now releasing the 2020-1 version of the HbbTV Conformance Test Suite. Our aim is to protect future product availability, compliance and the ability to further develop standards and solutions, enabling broadcasters and operators to enhance the viewing experience, simplify access and open up new revenue sources.

This crisis is also reminding all of us how relevant our industry and specifications are.

As people are confined in their homes, they obviously watch more TV, and (maybe as a surprise to many) "more TV" often means more (and significantly more) classic broadcast TV from the historic national channels, not just "more streaming VOD". There is of course also a strong growth in streaming, including the streaming services of national broadcast TV channels, for instance their catch-up and VOD services.

It seems that this renewed interest in TV - and this is even more a surprise - is also highly present amongst younger people, who now tend to watch traditional broadcast TV again (or start watching it!), with growth rates in the area of x2. This shows how TV as an industry is relevant and resilient in spite of the turbulent times it is facing with many challenges to deal with, and how important it is to combine classic linear broadcast TV with new on-demand OTT services; and this is exactly what HbbTV is meant to do (and actually does quite well).

The growth of streaming video usage has also brought to the surface the possible fragilities and limitations of broadband networks, as in many occasions, government or streaming operators have advised or enforced a reduction in bitrates and image quality of streaming services (e.g. from HD to SD) to avoid an excessive load on broadband networks and preserve scarce broadband capacities for essential usages (health, government, commerce, tele-working, interpersonal communication) which can use only broadband networks.

Classic broadcast networks, on the opposite, are not affected by such increase in usage, and they have been able to deliver their full HD quality reliably. We are thus reminded that it is highly relevant to protect and develop the delivery of traditional linear TV through broadcast networks; and this is a unique value of HbbTV, as it enables the creation of compelling user experiences by expanding, and not replacing, the classical broadcast TV experience, making the best possible use of both broadband and broadcast network. This helps to avoid the systematic (and potentially delicate or inefficient) usage of streaming, even for linear TV, which remains so important as we can see in this special

moment.

One may even remember that HbbTV specification includes a "push" mechanism, so that in the future the saving of scarce broadband bandwidth could also apply to on-demand content through the usage of 'push and cache' approaches, a solution in which popular on-demand content is broadcasted in advance and stored locally before being viewed in an on-demand mode, without the end-user even noticing that this is not a real-time on-demand download of content.

We should therefore all feel very motivated to continue working together on the development and delivery of the HbbTV standards and solutions, given their relevance to the industry and to the general population, even in such troubled times.

I look forward to the (e)presence of many of you in our electronic General Assembly on April 30, 2020.

Yours sincerely,

Vincent Grivet
Chairman HbbTV Association

Information about the electronic General Assembly (April 30, 2020)

After the emergency measures that have been taken all over the world as a consequence of the Covid-19 pandemic, it is now clear that the HbbTV General Assembly cannot take place in its intended format with a meeting in person in Munich, Germany. After a consultation with the HbbTV lawyer, **the SG has decided to hold an electronic General Assembly on April 30** (no change on the date and timing).

For more details on the event such as draft agenda and registration, please have a look at https://tech.ebu.ch/hbbtv-ga20_registration.



10-Year Anniversary: Search for historic material

The HbbTV Association celebrates its 10th anniversary this year. For communication activities and to develop a historic timeline the MEWG is looking for any type of historical material related to HbbTV in your specific local markets. Please send it by e-mail to communications@hbbtv.org.

Latest Press Releases and News

HbbTV releases Version 2020-1 of the HbbTV Conformance Test Suite

The HbbTV Association is pleased to announce the publication of a new version of the HbbTV Conformance Test Suite. The new version is called v2020-1. [More](#)

HbbTV Symposium and Awards postponed to autumn 2021

In the light of the global coronavirus crisis, the HbbTV Association has decided not to hold its annual key event HbbTV Symposium and Awards this year and to postpone it until 2021. [More](#)

HbbTV Association releases Targeted Advertising specification

The HbbTV Association has announced the release of the HbbTV specification for targeted advertising (HbbTV-TA). [More](#)



News from the Working Groups and Task Forces

Steering Group

The Steering Group (SG) held three teleconferences and one face-to-face meeting. Key topics discussed and approved include the following items:

- Approval of Mr Klaus Merkel as chair of the Privacy Task Force.
- Approval of the Targeted Advertising specifications.
- Strategy Plan to be presented at the General Assembly on April 30, 2020.
- Draft budget Fiscal Year 2020/2021 for approval by the General Assembly.
- Approval of an order to the DTG for general reviewing and maintenance of RT-RK tests.
- Approval of a rolling budget for maintenance orders to various suppliers.
- Approval of an RfP for a SW automation tool.

Requirements Group

With guidance from the Steering Group, the Requirements Group is working on finalising requirements for a potential new version of the HbbTV core specification, following the version which is currently being finalised in the Specification Group. We expect being able to deliver a final set of requirements in time for the HbbTV General Assembly on April 30, 2020. All members are invited to join, express their views and contribute to this work that will shape the evolution of HbbTV.

HbbTV will also hold a special meeting to gather views on how HbbTV might better manage its versioning. Again, all members are invited to join.

Specification Group

The main recent activities of the Specification Group:

- The Targeted Advertising specification and corresponding test assertions have been completed, approved and published. Work on this is now concluded unless/until bugs are reported.
- Work is well advanced on HbbTV 2.0.3/1.6.1 with three tracks: removing/deprecating features, adding new features and fixing bugs in 2.0.1/2 where the fix should be included in 2.0.3. There will also be an errata document for HbbTV 2.0.1/2 including these bug fixes separately from HbbTV 2.0.3.

- Work is progressing on updating the operator applications specification based on feedback from the first developments and deployments.

Marketing and Education Group

As you already know, due to COVID-19 uncertainty, we have decided not to hold our annual HbbTV Symposium and Awards this year and to postpone it until 2021, most likely in the same time of the year (i.e. November 2021).

We are preparing an alternative plan of online events for 2020/H2 and 2021/H1 that will not, of course, grant the same opportunities that the symposium is offering, but we will do our best to allow our members to stay updated on our technology and business evolution and to foster networking between HbbTV stakeholders.

Further activities are focusing on reviewing, once again, our hbbtv.org website: a revision to give better prominence to information and data relevant to the adoption of HbbTV technology and the associated business advantages. With the help of members and non-member broadcasters, we would like to publish relevant data on connected HbbTV receivers in major countries and discuss how to allow members to contribute their content to hbbtv.org. Please join our bi-weekly online MEWG meetings, we need your valuable contribution to the discussion.

Testing Group

The Testing Group has recently published v2020-1, the first major release of the HbbTV Test Suite in 2020. The release now contains 2586 test cases, of which 1879 were approved. The group has approved 145 tests since the 2019-3 release, of which 111 tests were approved for the first time and 34 tests were re-approved after challenge. 66 tests were added as additional test material.

Prior to this release, the Testing Group, in cooperation with the DTG, has hosted a Testing Event in London to approve the candidate tests for the release.

The next Testing Event is planned in June 2020 in cooperation with Cellnex. The event is an opportunity for manufacturers to execute tests on their devices and log those executions as part of the evidence required to approve test cases for the next version: the v2020-2 release.

Improving Interoperability Task Force

A two days Testing Event was realized during the HbbTV week at DTG with 506 available tests. 6 manufacturers and 5 tests/content providers participated and 231 tests were executed in one to three different devices of which 128 eventually were approved.

IITF activities have been focussed on gathering requirements for future work on HbbTV tools and, as a result we have kicked off a work item to add to the DRM Reference App some content examples representing server side ad-insertion. Meanwhile, we continue discussing with DVB on updates to the DASH Validator tool, and gather feedback from national platforms on interoperability issues.

We are also co-ordinating a timetable of interoperability events around the world: If you are planning or aware of such an event, please let us know. This helps manufacturers plan their attendance.

HbbTV in International Media

HbbTV Association launches targeted advertising spec

The association promises that the HbbTV specification for targeted advertising (HbbTV-TA) will “set a standard for broadcasters and the advertising industry” which will enable the creation of new business models and the generation of new revenue sources which have to date been restricted to OTT

services. [More](#)

ARD rolls out replay TV via HbbTV

German public broadcaster ARD is now offering its TV viewers the option of resetting the currently running programme to the beginning at the touch of a button. The free replay TV function is available on all smart TVs and set-top boxes that are suitable for the HbbTV 2.0.1 standard and are connected to the internet. [More](#)

Global smart TV sales to increase 21% by 2024

The smart TV market is set to grow by more than a fifth by 2024. According to a report from Technavio, sales are expected to post a CAGR of 21% between 2020-24. [More](#)

HbbTV first for Czech Prima

FTV Prima has become the first TV broadcaster in the Czech Republic to provide an up-to-date offer of real estate on its HbbTV platform. [More](#)

This newsletter is published by the HbbTV Association MarCom Team.

Contact HbbTV Association:

Heinrich E. Haase
Project Coordinator HbbTV Association
email: heinrichhaase@t-online.de
Tel: +49 160 96 25 37 92

Press Contacts:

Thomas Fuchs
Fuchs Media Consult GmbH
email: tfuchs@fuchsmc.com
Tel: +49 171 4483 168

Holger Crump
Fuchs Media Consult GmbH
email: hcrump@fuchsmc.com
Tel: +49 151 401 404 93

[Unsubscribe](#) from this newsletter list.